

# WHEN, WHAT AND WITH WHOM VIEWERS ARE CHATTERING ABOUT TV

## Overall Chatter Occurs

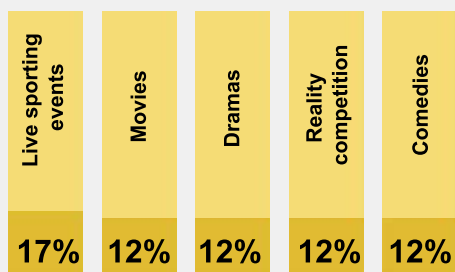
When do you typically talk about the following types of shows in person, on the phone, or online?



## What People are Talking About and With Whom

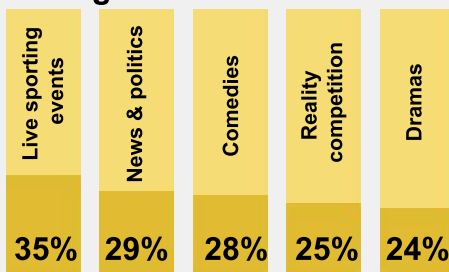
When do you interact (i.e. talk to, follow, share, check-in, message, friend, etc.) with the following people about TV Shows?

### Before a Show



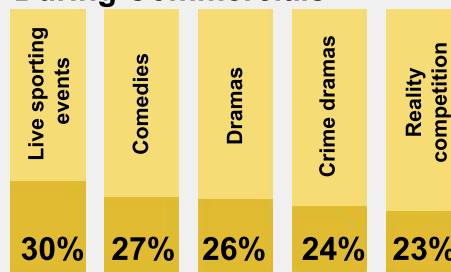
Friends and family = 21%  
Public / The Internet = 12%  
Acquaintances = 9%  
Co-workers = 9%

### During a Show



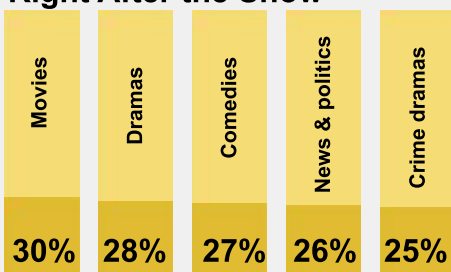
Friends and family = 24%  
Public / The Internet = 11%  
Acquaintances = 9%  
Show cast members = 9%

### During Commercials



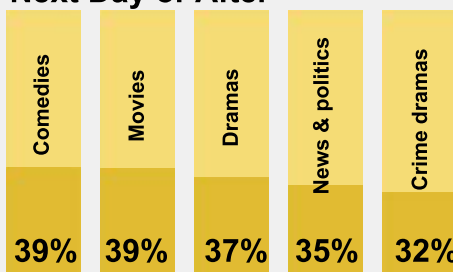
Friends and family = 25%  
Public / The Internet = 11%  
Acquaintances = 11%  
Show cast members = 8%  
Other site users = 8%  
Co-workers = 8%

### Right After the Show



Friends and family = 29%  
Public / The Internet = 20%  
Acquaintances = 15%  
Other site users = 13%

### Next Day or After



Friends and family = 40%  
Co-workers = 34%  
Acquaintances = 28%  
Public / The Internet = 24%

*Highlighted percentages indicate the percent of overall chatter that takes place during that time frame.*